



# TREASURE VALLEY

ADA, ADAMS, BOISE, CANYON, ELMORE, GEM, OWYHEE, PAYETTE, VALLEY, & WASHINGTON COUNTIES

## EMPLOYMENT TRENDS

The Boise City Metropolitan Statistical Area's (MSA) average annual unemployment rate for December 2003 was 4.5 percent as shown in Treasure Valley Table 1. This was three-tenths of a percentage point below the November 2003 rate of 4.8 percent and a full percentage point below the December 2002 rate of 5.5 percent. Month-over-month, the number of employed persons increased by 400, or 0.2 percent, from November 2003, and the number of unemployed individuals decreased by 700, or 5.9 percent. The increasing number of persons employed and the decreasing number of persons unemployed created an overall decrease of 300 individuals, or 0.1 percent, in the *Civilian Labor Force* from November 2003. Year-over-year, the number of employed persons decreased by 1,100, or 0.5 percent, and the number of unemployed individuals decreased by 2,700 individuals or 19.6 percent, creating a net decrease in the *Civilian Labor Force* of 3,800 individuals, or 1.5 percent, in the *Civilian Labor Force* from December 2002. The *Civilian Labor Force* figures for December 2003 for all ten counties in Southwest Idaho are shown in Treasure Valley Table 2.

**Treasure Valley Table 2: December 2003  
Seasonally Adjusted Labor Force Figures for  
Southwest Idaho Counties**

	Civilian Labor Force	Number Unem- ployed	Percent Unem- ployed	Number Employed
Ada	176,226	6,513	3.7	169,714
Adams	1,835	337	18.4	1,498
Boise	2,526	168	6.7	2,358
Canyon	69,737	4,539	6.5	65,198
Elmore	9,453	487	5.1	8,967
Gem	5,664	350	6.2	5,315
Owyhee	4,432	80	1.8	4,352
Payette	9,424	690	7.3	8,734
Valley	3,802	301	7.9	3,501
Washington	4,154	361	8.7	3,793
Statewide	685,576	32,766	4.8	652,810

**Treasure Valley Table 1: Boise MSA Labor Force & Employment  
Ada and Canyon Counties**

	Dec 2003*	Nov 2003	Dec 2002	% Change Last Month	% Change Last Year
<b>INDIVIDUALS BY PLACE OF RESIDENCE</b>					
<b>Seasonally Adjusted</b>					
Civilian Labor Force	246,000	246,300	249,800	-0.1	-1.5
Unemployment	11,100	11,800	13,800	-5.9	-19.6
% of Labor Force Unemployed	4.5	4.8	5.5		
Total Employment	234,900	234,500	236,000	0.2	-0.5
<b>Unadjusted</b>					
Civilian Labor Force	245,400	247,000	250,000	-0.6	-1.8
Unemployment	11,300	11,600	14,200	-2.6	-20.4
% of Labor Force Unemployed	4.6	4.7	5.7		
Total Employment	234,100	235,400	235,800	-0.6	-0.7
<b>JOBS BY PLACE OF WORK</b>					
Nonfarm Payroll Jobs**	232,700	232,700	229,500	0.0	1.4
<b>GOODS-PRODUCING INDUSTRIES</b>					
Natural Resources & Construction	15,200	15,700	15,500	-3.2	-1.9
Manufacturing	30,000	29,900	31,000	0.3	-3.2
Durable Goods	23,100	23,000	24,100	0.4	-4.1
Wood Product Manufacturing	1,600	1,700	1,900	-5.9	-15.8
Fabricated Metal Products Mfg.	1,300	1,300	1,400	0.0	-7.1
Machinery Manufacturing	1,200	1,200	1,200	0.0	0.0
Computer & Electronic Manufacturing	14,500	14,400	15,300	0.7	-5.2
Transportation Equipment Mfg.	1,600	1,600	1,500	0.0	6.7
Other Durable Goods	2,900	2,800	2,800	3.6	3.6
Nondurable Goods	6,900	6,900	6,900	0.0	0.0
Food Manufacturing	5,400	5,300	5,300	1.9	1.9
Printing & Related Support Activities	700	700	700	0.0	0.0
Other Nondurable Goods	800	900	900	-11.1	-11.1
<b>SERVICE-PROVIDING INDUSTRIES</b>					
Trade, Transportation, & Utilities	46,200	46,100	45,400	0.2	1.8
Trade	39,200	39,100	38,500	0.3	1.8
Wholesale Trade	10,600	10,700	10,200	-0.9	3.9
Wholesalers, Durable Goods	6,600	6,600	6,400	0.0	3.1
Wholesalers, Nondurable Goods	3,000	2,900	2,900	3.4	3.4
Retail Trade	28,600	28,400	28,300	0.7	1.1
Food & Beverage Stores	4,000	4,100	4,400	-2.4	-9.1
General Merchandise Stores	6,600	6,600	6,400	0.0	3.1
All Other Retail Trade	18,000	17,700	17,500	1.7	2.9
Transportation, Warehousing, & Utilities	7,000	7,000	6,900	0.0	1.4
Utilities	600	600	700	0.0	-14.3
Transportation & Warehousing	6,400	6,400	6,200	0.0	3.2
Information	3,700	3,700	3,600	0.0	2.8
Telecommunications	1,400	1,400	1,400	0.0	0.0
Financial Activities	12,400	12,400	12,200	0.0	1.6
Finance & Insurance	9,400	9,400	9,000	0.0	4.4
Real Estate & Rental & Leasing	3,000	3,000	3,200	0.0	-6.3
Professional & Business Services	33,800	33,700	31,400	0.3	7.6
Professional, Scientific, & Technical	9,400	9,400	10,000	0.0	-6.0
Management of Companies & Ent.	6,700	6,700	6,700	0.0	0.0
Administrative & Support & Waste Mgmt.	17,700	17,600	14,700	0.6	20.4
<b>Educational &amp; Health Services</b>					
Educational Services	2,500	2,500	2,000	0.0	25.0
Health Care & Social Assistance	26,200	26,100	25,200	0.4	4.0
Hospitals	9,200	9,200	9,000	0.0	2.2
<b>Leisure &amp; Hospitality</b>					
Arts, Entertainment, & Recreation	19,700	19,600	19,700	0.5	0.0
Accommodation & Food Services	2,700	2,700	2,300	0.0	17.4
Accommodation	17,000	16,900	17,400	0.6	-2.3
Food Services & Drinking Places	2,000	1,900	2,000	5.3	0.0
Other Services	15,000	15,000	15,400	0.0	-2.6
Total Government	6,800	6,800	6,700	0.0	1.5
Federal Government	36,200	36,200	36,800	0.0	-1.6
State & Local Government	5,300	5,200	5,500	1.9	-3.6
State Government	30,900	31,000	31,300	-0.3	-1.3
State Government Education	13,900	14,000	13,900	-0.7	0.0
State Government Administration	4,200	4,300	4,500	-2.3	-6.7
Local Government	9,700	9,700	9,400	0.0	3.2
Local Government Education	17,000	17,000	17,400	0.0	-2.3
Local Government Administration	9,800	9,800	10,100	0.0	-3.0
	7,200	7,200	7,300	0.0	-1.4

\* Preliminary Estimate

\*\*Full- or part-time jobs of people who worked for or received wages in the pay period including the 12th of the month

In the Boise City MSA *Nonfarm Payroll Jobs* remained unchanged at 232,700 in December 2003 while year-over-year, *Nonfarm Payroll Jobs* experienced a gain of 3,200 jobs, or 1.4 percent. Month-over-month, *Goods-Producing Industries* lost 400 jobs with decreases noted in *Natural Resources, Mining & Construction* (-500 jobs), *Wood Product Manufacturing* (-100 jobs), and *Other Nondurable Goods Manufacturing* (-100 jobs) while job gains were noted in *Computer & Electronic Products Manufacturing* (100 jobs) and *Other Durable Goods Manufacturing* (100 jobs). Year-over-year, *Goods-Producing Industries* lost 1,300 jobs with job decreases noted in *Natural Resources, Mining, & Construction* (-300 jobs), *Wood Product Manufacturing* (-300 jobs), *Fabricated Metal Products Manufacturing* (-100 jobs), *Computer & Electronic Product Manufacturing* (-800 jobs), and *Other Nondurable Goods Manufacturing* (-100 jobs) while job gains were noted in *Transportation Equipment Manufacturing* (100 jobs), *Other Durable Goods Manufacturing* (100 jobs), and *Food Manufacturing* (100 jobs).

In *Service-Providing Industries*, jobs gained outweighed jobs lost by 400 in the Boise City MSA from November to December 2003. Job gains were experienced in *Nondurable Goods Wholesale Trade* (100 jobs), *All Other Retail Trade* (300 jobs), *Administrative & Support & Waste Management Services* (100 jobs), *Health Care & Social Assistance Services* (100 jobs), *Accommodation Services* (100 jobs), and *Federal Government* (100 jobs). Job losses occurred in *Food & Beverage Stores* (-100 jobs) and *State Government Education* (-100 jobs). Year-over-year, *Service-Providing Industries* gained 4,500 jobs, or increased 2.5 percent. Job gains were noted in *Durable Goods Wholesale Trade* (200 jobs), *Nondurable Goods Wholesale Trade* (100 jobs), *General Merchandise Stores* (200 jobs), *All Other Retail Trade* (500 jobs), *Transportation & Warehousing Services* (200 jobs), *Information Services* (100 jobs), *Finance & Insurance Services* (400 jobs), *Administrative & Support & Waste Management Services* (3,000 jobs), *Educational Services* (500 jobs), *Health Care & Social Assistance Services* (1,000 jobs) including *Hospitals* (200 jobs), *Arts, Entertainment, & Recreation Services* (400 jobs), *Other Services* (100 jobs), and *State Government Administration* (300 jobs). Job losses were noted in *Food and Beverage Stores* (-400 jobs), *Utilities Services* (-100 jobs), *Real Estate & Rental & Leasing Services* (-200 jobs), *Professional, Scientific, & Technical Services* (-600 jobs), *Food Services & Drinking Places* (-400 jobs), *Federal Government* (-200 jobs), *State Government Education* (-300 jobs), *Local Government Education* (-300 jobs), and *Local Government Administration* (-100 jobs).

## AREA DEVELOPMENTS

### Boise City MSA

- The Buy Idaho exhibition featured 100 exhibitors at its annual event at the Idaho Statehouse in mid-

January. The annual event is sponsored by Buy Idaho, a non-profit business and industry association, and is a forum where member businesses can display and discuss their products and services in addition to networking with other Idaho businesses. Buy Idaho promotes Idaho business and industry by urging group members and the public to purchase Idaho products and services in an effort to keep jobs and tax revenues in Idaho. For more information, please visit the Buy Idaho website at [www.buyidaho.org](http://www.buyidaho.org).

- The 13<sup>th</sup> annual Idaho Business and Technology Expo, held in late January in Boise, featured more than 80 companies. Exhibitor participation was up from 2003; event organizers cited increased optimism about the economy as one of the reasons more exhibitors participated in the event. People who attended the Expo had an opportunity to find basic information about various businesses as well as new trends and products in the market.
- Washington Group International (WGI) announced that it was awarded a \$1.5 billion contract over the next five years for work in Iraq, Central Asia, North Africa, and several other areas. WGI, partnered with Black & Veatch Corporation of Kansas, will provide design, engineering, and construction services to the Transatlantic Programs Center of the U.S. Army Corps of Engineers. WGI was also awarded a \$105 million contract from Metallica Resources Inc. to provide site development services and contract mining for the Cerro San Pedro gold/silver mine in Central Mexico.
- A 66,233-square-foot six-story office building is planned for the northwest corner of Broad and Fourth streets in downtown Boise. The building will include a single-level underground parking structure. A second building is also planned for the vacant lot, which is currently used for parking. Construction is scheduled to begin in late spring and should be finished in approximately 10 months. The first building will house a law office, and has an additional 56,000-square feet of available office space. The second building, which includes plans for a retail portion, will be developed in the future.
- Work has already started on the Marketplace at Bown Crossing, a 35-acre mixed-use development between ParkCenter Boulevard and Boise Avenue in southeast Boise. Construction has started on the 59,000-square feet of commercial buildings and residential lofts. The Marketplace will include 20,000-square feet of specialty retail space, 11,000-square feet for residential use, 12,000-square feet of

professional office space, and 11 residential loft units. No completion date for this project was available by publication.

- Best Bath Systems, currently operating a 53,000-square-foot facility near the Boise airport, announced plans to build a new 70,000-square-foot manufacturing plant and headquarters in Kuna over the next few years. The first phase of construction is scheduled to begin this spring; the new Best Bath Systems facility is scheduled for completion in Fall 2006.
- T-Mobile started construction on a new customer service center in the SilverStone Corporate Center on Eagle Road in Meridian. The 77,000-square-foot center could employ at least 600 full-time employees who will handle incoming customer service calls. All jobs at T-Mobile will be full-time jobs with benefits, and the pay will start between \$9.50 and \$11.00 per hour. The company plans to hire and train between 100 and 150 customer service representatives in spring 2004, to open the service center during summer 2004, and hire additional employees for its full staff in December 2005. The annual payroll from the T-Mobile facility in Meridian is expected to be \$17 million when it is fully staffed. Economic benefits of the new jobs created will translate into much more throughout the area as employees spend their wages on housing, products, and services. The multiplier is estimated at 2.05 times, which means that when the business has filled all 600 jobs in Meridian, the economy will benefit by as much as \$35.97 million per year.
- Home Depot opened its latest Treasure Valley retail outlet in Eagle in mid-January. The 120,000-square-foot Eagle Home Depot is located at the corner of State Street and Idaho 55. The store employs 120 full- and part-time employees. Bank of America and T.G.I. Fridays will build facilities at the site; WinCo also has plans to build a store on the site, but not until 2005 or 2006.
- Costco announced plans to open a new 146,000-square-foot retail outlet in Nampa in 2006. The store will anchor a new 75-acre retail center north of Interstate 84 and Karcher Road. The retail center will include more than 700,000-square feet of building space that will include three other large retail buildings, a mid-sized retail building, and 10 smaller shop and restaurant structures. The retail center is scheduled to open in the summer/fall of 2006 when the Karcher Road interchange at I-84 will be completed.
- Swift & Co. announced plans in mid-January to cut 25 positions at its processing plant in Nampa. The job cuts are part of the 270 positions that the company would eliminate nationally as a reaction to import restrictions on beef after it was discovered that a dairy cow in Washington was infected with mad cow disease. The Nampa Swift & Co. plant is hoping to make the job cuts through attrition instead of layoffs. The company currently employs 560 people at the Nampa facility and 17,000 nationally.
- Treasure Valley Transit announced plans in January to include a shuttle service to run along the Nampa-Caldwell Boulevard every half-hour, which will connect the two cities. The new service will mean more efficiency and less travel time for some users.
- The Neon Plaza, a retail shopping center located at the site of the former Neon Drive-In (next to Lowe's across from Karcher Mall), opened with its first tenant, Primo's Pizza. Other retail outlets planning to open in the shopping center in the near future include Quiznos, Fantastic Sams, Cold Stone Creamery, and Mountain State Cellular.
- In other recent business openings in the Boise City MSA: Sonshine Family Health Clinic opened on North Cole Road in Boise; Rampage Gaming, a new venue for video gaming opened in the Northview Shopping Center in Meridian; Eagle Rib Shack opened on State Street in downtown Eagle; Platt Electric Supply opened on 6<sup>th</sup> Street in north Nampa; and Home Federal opened a new branch on the corner of 10<sup>th</sup> Avenue and Dearborn in Caldwell.
- Other recent business happenings in the Boise City MSA includes the following: the Veltex multiple use building at the corner of Main and 5<sup>th</sup> Streets in downtown Boise finished construction in January; KB Toys announced the closure of its Boise Towne Square mall location following the company's bankruptcy announcement; Coldwater Creek closed its outlet store in the Boise Factory Outlets mall as a result of shifting its strategy to operate full-line retail stores; Baja Fresh announced plans to open a new eatery on Broadway Avenue near Boise State University in Boise; Sage Health Care announced plans to occupy a new building on Allumbaugh Street in Boise; Pinnacle Engineers announced plans to build a second office and warehouse building near its current facility on Executive Drive in Boise; Easy Cookin' moved from the Boise Towne Square mall to a new

location in Overland Park shopping center in Boise; Bank of America announced plans to build a new branch in the Family Center shopping center on Federal Way in southeast Boise; Starbucks Coffee announced plans to open its tenth Treasure Valley outlet in the Eastgate Shopping Center at the corner of Boise Avenue and Apple Street in southeast Boise; Idaho Athletic Club purchased Total Woman Fitness and its building on 15<sup>th</sup> Street in downtown Boise; Garden City held a groundbreaking celebration for its new City Hall that will be built on Glenwood Street; Hastings leased a building planned in the Fairview Lakes development on East Fairview in Meridian; State Farm Mutual Auto Insurance leased space in Brighton Plaza on Explorer Drive in west Boise and is scheduled to open an office there in April; Western Windows moved to Nampa in mid-January; Cold Stone Creamery announced plans to open a new outlet in March near Lowe's on Caldwell Boulevard in Nampa; King Menus announced plans to move into a new \$3 million plant in Nampa this year; and Family Medical Center held a groundbreaking ceremony for its building near West Valley Medical Center in Caldwell.

#### **Elmore County**

- Idaho Power recently received approval from the Idaho Public Utilities Commission to develop a 160-megawatt, natural gas-fired power plant in Mountain Home. Mountain View Power will build the \$54 million plant and Idaho Power will assume possession when the plant is completed in 2005.
- Cold Springs Winery is scheduled to open in April. Bill and Bing Ringert, owners of the winery, plan to open if the chardonnay is ready for bottling. Grape varieties including riesling, chardonnay, viognier, cabernet sauvignon, merlot, syrah, and pinot noir were grown on a 12-acre plot of land just north of Hammett. The ultimate goal of the winery is to produce 10,000 cases of wine annually; this year's goal is to produce 600 cases.

#### **Payette County**

- Payette Chamber of Commerce recognized Partners Produce and T.I.P.S. as the Agribusiness of the Year and Business of the Year, respectively, at its annual awards banquet in early-January. Partners Produce harvests 500 to 550 acres of onions and contracts or buys the rest of its product, and nearly all of its staff works year-round either harvesting in the field or in the plant. T.I.P.S. is a restaurant that supports many community activities and is used as the meeting place for many activities, including the Payette Chamber of Commerce.

#### **Valley County**

- The McCall Winter Carnival was held in late January and early February. Large crowds attended the ten-day event that featured the annual Mardi Gras grand parade, Monte Carlo casino night, Starlight Masquerade Ball, stage performances, snow sculptures, music, a food court, a pancake breakfast, hockey demos, dances, plays, dog pulls, ATV races, snow sculpting contests, bingo contests, snow shoe golf, best beard contest, ladies' hairy leg contest, carnival ice show, family spaghetti dinner, winter wine tasting and auction, a fun run, figure skating exhibitions, and cross country skiing. Area restaurants, stores, and lodging establishments benefited from the influx of tourists in McCall for the annual event.
- Tamarack Resort sold out of its initial offering of 104 custom homes and lots, which generated \$46 million for the resort. Idaho residents took the majority of the homes/sites, grabbing 38 percent of the initial offering while residents of other states and countries took the remaining sites. More sites are planned to be offered in the near future. Synthesis Realty Group, a real estate consulting firm hired by Tamarack developers called this initial offering the "largest resort site launch ever in North America."

#### **Washington County**

- In early January, Weiser senior citizens held an open house to show the public their plans to build a new Senior Center on the corner of East Main and East Second Street. Groundbreaking for the project is scheduled for some time this spring and the entire project is scheduled for completion in the summer of 2005. The current Senior Center building will remain open during the construction of the new building. The construction will be done in several phases, and when the building is completed, the old Senior Center building will be torn down and the space converted to a parking lot.

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